Posting Travel Content When No One is Traveling

Alyssa Zalenski, Digital Media Manager
Bureau of Consular Affairs, Department of State
★ PIVOT! Repatriation of U.S. Citizens Ad Campaign
★ Travel Safety Campaigns that Survived 2020
★ Fun Stuff
Key Metrics

- **Total Reach**: 284.5M
  - Social Media: FB, IG, Reddit

- **Total Impressions**: 1.4B
  - Social Media: FB, IG, Reddit

- **Total Engagement**: 1.5M
  - Average Engagement: 0.62%

- **Site Visits**: 57.5M
  - Increase: 1,993%
Key Messages:

- Americans Overseas: Return to the United States Now

U.S. citizens should make plans to return home NOW.

Follow @travelgov for updates

The Department of State is coordinating flights to bring Americans home from the PHILIPPINES.

Follow @travelgov for updates
Key Messages:

- Enroll in STEP if you are currently abroad

SMART TRAVELER ENROLLMENT PROGRAM: Keeping you informed overseas. step.state.gov

Americans who need assistance returning to the United States

- Enroll in STEP at step.state.gov
- Monitor U.S. Embassy website
- Follow @TravelGov on social media

travel.state.gov

SMART TRAVELER ENROLLMENT PROGRAM: Keeping you informed overseas. step.state.gov
Key Messages:
- Adventure Can Wait
Spotlight: Evacuation Efforts

Our colleagues at the U.S. Embassy in Bamako, Mali have helped hundreds of Americans return to the United States by coordinating multiple evacuation flights. We continue to work to bring #AmericansHome from around the world. 📸 @jaksal

Our team at the U.S. Embassy in Moscow worked all night to assist U.S. citizens and Lawful Permanent Residents in departing Russia on a repatriation flight, receiving just hours notice to make preparations before takeoff. 🇺🇸

If you are an American still abroad, prepare your household to remain abroad for an indefinite period of time. Be sure to enroll in STEP at step.state.gov to stay informed of alerts from the nearest U.S. Embassy! 🇺🇸

📸 K. Corrales
Outreach Campaigns that Survived 2020
<table>
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| March 1, 2020 | Passport Services on track for processing more than 20 million passports in FY2020.  
|               | Routine Processing Times: 4-6 Weeks                                          |
|               | Expedited Processing Times: 2-3 Weeks                                        |
| March 19, 2020| Passport Services SUSPENDS the vast majority of Passport processing due to COVID-19. |  
|               | Several Passport Agencies resume limited Services (Phase 1)                  |
| June 11, 2020 | Most Passport Agencies have resumed limited services; processing time commitments reintroduced |  
|               | Routine Processing Times: 10-12 weeks                                        |
|               | Expedited Processing Times: 4-6 weeks                                        |
| August 17, 2020| Most Passport Agencies have resumed limited services; processing time commitments reintroduced |
Passport Resumption of Services

- Communicate to the public our **3-phase reopening** approach.
- Routine / Expedited Service processing times **longer than** pre-COVID.
- Counter service only available for **life-or-death emergency** cases.
- Intense **public backlash**
Storm Season Safety

Don’t take chances when it comes to your health and safety. Make sure you have an emergency kit with medical and food supplies.

U.S. Department of State: Consular Affairs
Published by Hootsuite - September 22
If you have to travel to a hurricane-prone area, bring extra supplies of any medications you need. Keep in mind there may be a shortage of these medications locally after a storm. #StormSeason http://ow.ly/f7Xq50Bx83e

Holiday Travel

Happy Holidays

U.S. Department of State: Consular Affairs
Published by Hootsuite - December 2 at 1:40 PM
The safest way to spend the holidays this year is at home. If you must travel, remain aware of rapidly changing COVID-19 travel restrictions. Regularly check travel.state.gov/destination and register to receive alerts for your destination at step.state.gov.
Fun Stuff!

How it started

How it's going
travelgov • Take preparation to the “necks” level when you travel internationally in the future. Research local conditions ahead of time (especially COVID-19 related conditions) and enroll your trip in STEP. Go to step.state.gov! 📚 @diplohorse; Uganda.

travelgov • It’s National Pastry Day... some of our Foreign Service officers in the field sent us photos of delicious looking goodies! Which of these pastries would you like to try? Tell us in the comments 🍩 Photo credits: @charge_declairs; @kaitlinturck. #nationalpastryday
Quizzes and Trivia

- Where can Americans Travel?
- Passport Mythbusters
- Trivia Tuesdays
- Would You Rather: Travel Safety Edition
- Word Scramble
- Where in the World: Home Edition
Where Can Americans Travel?

**WHERE CAN AMERICANS TRAVEL?**

**POP QUIZ**

**BARBADOS?**

**CURRENTLY, CAN AMERICANS ENTER:**

**YES, HOWEVER:**

It is mandatory for travelers from the United States to present a negative COVID-19 PCR test from an accredited or certified facility / laboratory within 72 hours prior to arrival to enter Barbados.

**FRENCH POLYNESIA?**

**CURRENTLY, CAN AMERICANS ENTER:**

**YES, HOWEVER:**

Travelers must present proof of a negative COVID-19 PCR test taken within three days of departure. Travelers will be required to test again four days after arriving in French Polynesia.
Word Scramble Story

READY TO PLAY?

RSPTAPSO

TELVRA

AODRYVSI

YEMSBAS

ANSWERS

PASSPORT
TRAVEL ADVISORY
EMBASSY
Where in the World?

1. Where is it? At Home Edition

This place is home to a UNESCO World Heritage site, as well as a popular ski resort.

2. Where is it? At Home Edition

It is home to the St. Francis de Asis church, and the Rio Grande Gorge Bridge.

3. Where is it? At Home Edition

It is also where foreign service officer Peter W. Callas home.

4. Where is it? At Home Edition


5. Where is it? At Home Edition


What questions do you have?

@travelgov

ZalenskiAP@state.gov